

Rep Order# 6837595 Ver# 1 Status New  
EC'd No

Traffic Order# 402844

Printed: 07/30/2012 5:20 PM  
Last Received: 07/30/2012 3:06 PM  
Showing Buylines: All Lines

1 of 4

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 862  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/862  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 5,800  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	3P-4P	PEOPLE'S COURT	:30	\$65.00	07/31-07/31	1	1	1	\$65.00	---
	2	W	3P-4P	PEOPLE'S COURT	:30	\$65.00	08/01-08/01	1	1	1	\$65.00	---
	3	TH	3P-4P	PEOPLE'S COURT	:30	\$65.00	08/02-08/02	1	1	1	\$65.00	---
	4	F	3P-4P	PEOPLE'S COURT	:30	\$65.00	08/03-08/03	1	1	1	\$65.00	---
	5	M	3P-4P	PEOPLE'S COURT	:30	\$65.00	08/06-08/06	1	1	1	\$65.00	---
	6	TU	4P-5P	ANDERSON	:30	\$65.00	07/31-07/31	1	1	1	\$65.00	---
	7	W	4P-5P	ANDERSON	:30	\$65.00	08/01-08/01	1	1	1	\$65.00	---
	8	TH	4P-5P	ANDERSON	:30	\$65.00	08/02-08/02	1	1	1	\$65.00	---
	9	F	4P-5P	ANDERSON	:30	\$65.00	08/03-08/03	1	1	1	\$65.00	---
	10	M	4P-5P	ANDERSON	:30	\$65.00	08/06-08/06	1	1	1	\$65.00	---
	11	TU	7P-730P	THE OFFICE	:30	\$175.00	07/31-07/31	1	1	1	\$175.00	---

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	W	7P-730P	THE OFFICE	:30	\$175.00	08/01-08/01	1	1	1	\$175.00	
	13	TH	7P-730P	THE OFFICE	:30	\$175.00	08/02-08/02	1	1	1	\$175.00	
	14	F	7P-730P	THE OFFICE	:30	\$175.00	08/03-08/03	1	1	1	\$175.00	
	15	M	7P-730P	THE OFFICE	:30	\$175.00	08/06-08/06	1	1	1	\$175.00	
	16	TU	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	07/31-07/31	1	1	1	\$175.00	
	17	W	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	08/01-08/01	1	1	1	\$175.00	
	18	TH	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	08/02-08/02	1	1	1	\$175.00	
	19	F	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	08/03-08/03	1	1	1	\$175.00	
	20	M	730P-8P	HOW-MET-MOTHER<	:30	\$175.00	08/06-08/06	1	1	1	\$175.00	
	21	TU	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	07/31-07/31	1	1	1	\$200.00	
	22	W	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	08/01-08/01	1	1	1	\$200.00	
	23	TH	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	08/02-08/02	1	1	1	\$200.00	
	24	F	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	08/03-08/03	1	1	1	\$200.00	
	25	M	10P-11P	FOX-NEWS AT 10<	:30	\$200.00	08/06-08/06	1	1	1	\$200.00	
	26	TU	11P-1130P	SEINFELD<	:30	\$125.00	07/31-07/31	1	1	1	\$125.00	
	27	W	11P-1130P	SEINFELD<	:30	\$125.00	08/01-08/01	1	1	1	\$125.00	
	28	TH	11P-1130P	SEINFELD<	:30	\$125.00	08/02-08/02	1	1	1	\$125.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	F	11P-1130P	SEINFELD<	:30	\$125.00	08/03-08/03	1	1	1	\$125.00	
	30	M	11P-1130P	SEINFELD<	:30	\$125.00	08/06-08/06	1	1	1	\$125.00	
	31	SU	9A-10A	FOX NWS SUNDAY	:30	\$25.00	08/05-08/05	1	1	1	\$25.00	
	32	SU	10P-1030P	FOX TOLEDO NWS	:30	\$200.00	08/05-08/05	1	1	1	\$200.00	
	33	SU	12P-1P	FOX NFL SU-PRE	:30	\$350.00	08/05-08/05	1	1	1	\$350.00	
	34	SU	1P-7P	AVC. ALL WKS	:30	\$1,200.00	08/05-08/05	1	1	1	\$1,200.00	

---REPORT TOTALS---

Report Totals: 34 / \$5,800.00

---SALES MONTHLY TOTALS---

Aug 12: 34 / \$5,800.00

Sales Totals: 34 / \$5,800.00

Station Totals: 34 / \$5,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$82,857	CATV	0%	WNCT	0%	WNWO	14%	WTOL	45%	WTVG	34%
		WUPW	7%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE